

**EDUCATION SERVICE MARKETING STRATEGY IN
INCREASING THE NUMBER OF STUDENTS IN THE
VOCATIONAL SCHOOL OF EDUCATION VOCATIONAL SCHOOL
OF BP (PESANTREN BASED) SUBULUL HUDA KEBONSARI,
MADIUN**

¹Mella Mardayanti, ²Bambang Mursito, ³Sudarwati

¹²³Universitas Islam Batik (UNIBA)

Email: mardayantimella@gmail.com, bambangmursito1959@gmail.com,
sudarwatiuniba@gmail.com

Abstract: This study aims to increase the number of students at SMK BP (Pesantren-based) Subulul Huda Kebonsari, Madiun City, and the existence of competition between educational institutions. So this research was carried out aimed at (1) Knowing the marketing strategy of educational services at SMK BP (Based on Islamic Boarding Schools) Subulul Huda Kebonsari, Madiun City (2) Knowing the supporting and inhibiting factors in the marketing strategy of educational services at SMK BP (Pesantren-based) Subulul Huda Kebonsari Kota Madiun (3) Knowing the implementation of the education service marketing strategy at SMK BP (Pesantren-based) Subulul Huda Kebonsari, Madiun City (4) Knowing the extent of the success achieved. This research uses a descriptive qualitative approach. This research was conducted at SMK BP (Pesantren based) Subulul Huda Kebonsari, Madiun City. The subject of this research is the Principal of the School. The informants of this study were the Head of Administration, Public Relations, Student Affairs, and Students. Data collection techniques using observation, interviews, and documentation and checking the validity of the data used triangulation of sources and methods. The data analysis technique uses an interactive analysis model consisting of data reduction, data presentation, and conclusion drawing. The results showed that: (1) The marketing strategy of educational services carried out by SMK BP (Pesantren-based) Subulul Huda Kebonsari, Madiun City is: (a) Direct marketing, namely by utilizing IT, print, and electronic media. (b) Indirect marketing, namely by conducting outreach to SMP / MTS and the community. (2) Supporting factors, among others, teachers teach according to their fields, geographic location, low prices, high trust from the community. While the inhibiting factors include the number of competitors between institutions, and there are still students who are forced to go to school because of parents (3) The results achieved can compete in terms of products, processes, human resources and have the characteristics of Islamic Boarding School-Based Vocational Schools in both extracurricular and intracurricular fields.

Keyword: Educational services marketing strategy, increasing the number of students.

Abstrak: Penelitian ini bertujuan untuk meningkatkan jumlah murid di SMK BP (BerbasisPesantren) Subulul Huda Kebonsari Kota Madiun dan adanya persaingan antar lembaga pendidikan. Sehingga penelitian ini dilakukan bertujuan untuk (1) Mengetahui strategy pemasaran jasa pendidikan di SMK BP (Berbasis Pesantren) Subulul Huda Kebonsari Kota Madiun (2) Mengetahui faktor pendukung dan penghambat dalam strategy pemasaran jasa pendidikan di SMK BP (Berbasis Pesantren) Subulul Huda Kebonsari Kota Madiun (3) Mengetahui implementasi strategy pemasaran jasa pendidikan di SMK BP (Berbasis Pesantren) Subulul Huda Kebonsari Kota Madiun (4) Mengetahui sejauh mana keberhasilan yang dicapai. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Penelitian ini dilaksanakan di SMK BP (BerbasisPesantren) Subulul Huda Kebonsari Kota Madiun. Subjek dari penelitian ini adalah Kepala Sekolah. Informan dari penelitian ini adalah Kepala TU, Bagian Humas, Bagian Kesiswaan, dan Siswa. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Pemeriksa keabsahan data menggunakan triangulasi sumber dan metode. Teknik analisis data menggunakan model analisis interaktif, yang terdiri dari reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa: (1) Strategy pemasaran jasa pendidikan yang dilakukan SMK BP (Berbasis Pesantren) Subulul Huda Kebonsari Kota Madiun adalah: (a) Pemasaran secara langsung, yaitu dengan pemanfaatan IT, media cetak maupun elektronik. (b) Pemasaran tidak langsung yaitu dengan mengadakan sosialisasi ke SMP/MTS dan kepada masyarakat. (2) Faktor pendukung antara lain; guru yang mengajar sesuai bidang, letaknya yang geografis, harga murah, kepercayaan yang tinggi dari masyarakat. Sedangkan faktor penghambat meliputi banyaknya pesaing antar lembaga dan masih adanya siswa yang terpaksa sekolah karena orangtua (3) Hasil yang dicapai mampu bersaing dari segi produk, proses, SDM dan mempunyai ciri khas SMK Berbasis Pesantren baik bidang ekstrarekuler dan intrarekuler.

Keywords: Strategy pemasaran jasa pendidikan, increase the number of students.

Introduction

Machfoedz (2005: 14) says that globalization is a trigger force in aspects of life. This concept creates a paradigm of a *borderless world*, which is a world that knows no territorial boundaries of sovereignty of a State or Bgoose. The impact also creates increasing competition in all aspects of people's lives, including education. Semakin the number of educational institutions, the more competition in the institution of educators, so that every educational institution is required to face the competitive climate.

In this regard, the marketing strategy of educational services has a significant role that is in line with the era of globalization that is inseparable from aspects of human life, because considering that schools are one of the educational institutions, in which there are elements of educators and students who integrate and can not be separated from a competition between educational institutions.

One of the government's partners in advancing education in Indonesia is SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun city. So, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun city must also create creative and innovative ideas that are needed and demanded by customers of education services. So there are logical consequences that educational institutions must develop a variety of reasonable marketing strategy efforts so that applicants at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun continue to increase. From this, it is clear that there must also be an exciting service to use the institution's services.

Discussion

Discussion is a part that presents the results of a broader research process. This case will discuss the marketing strategy of education services in increasing the number of students in the education foundation SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun City. The method used is the SWOT analysis method.

Leaders create educational marketing strategies to raise interest in and the number of students attending educational institutions. In the marketing strategy of education services, several concepts must be considered, and this concept helps a manager determine whether the demand is elastic. Among them:

1. Need
2. Want
3. demand
4. Educational Services Products

This educational service product is also important because, with educational services, products can be offered to customers of educational services that can later increase the number of students in educational institutions. The products here are physical forms and services, ideas,

people, places, and organizations. In the marketing strategy of education services, there are certainly ways designed by leaders in conducting educational marketing to increase the interest and number of students and students more towards educational institutions. This method can be designed in the form of strategies, such as:

1. Segmentation of education services market
2. Education services target market determination strategy
3. The strategy of positioning the education services market
4. Marketing mix strategy of education services (*marketing mix*)

Marketing Strategy Implemented by SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun

Marketing strategy of education services used to improve students in SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun, namely the headmaster or Principal, conducts cooperation as much as possible between foundations local teachers and community members in improving competitiveness with other schools.

The success of SMK BP (Pesantren-based) SubuluL Huda Kebonsari Madiun in the marketing strategy of education services to increase the number of students can also be seen from year to year. In addition, several things make SMK BP (PesantrenBased) Subulul Huda Kebonsari Madiun become an attraction for parents to trust in educating their children, including the following:

1. Accreditation B, owned by SMK BP (PesantrenBased) Subulul Huda Kebonsari Madiun, makes the community believe because this school has had good grades.
2. Programs offered by SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun in the field of religion include extra calligraphy, qiro'ah, kultum, tadarus al-Qur'an before starting KBM, prayer dhuha first rest time, kultum exercises, Friday prayers congregation, and doing activities sema'an al-Qur'an once a week.
3. The achievements in SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun can also attract the public to entrust their children to school at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun. Because the community, especially the parents of students, hope that their children can have achievements, both in the academic and non-academic fields.
4. Extracurricular SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun has a variety of extracurriculars. There are extra bewitching, scouting, screen printing, electro, music, etc. This extracurricular aims to caress students more independently and make students have high

creativity that can be made later on have graduated from a vocational school.

5. The facilities, facilities, and infrastructures at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun support all activities carried out by the school and used as teaching and learning facilities to be conducive.

Based on the description above can be concluded that one of the things that interest the public in sending their children to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is in terms of religious, intracurricular, and extracurricular. The achievements of SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun are not only in the field of religion but also in the academic field of general knowledge and academic non.

The competitions won in terms of achievement and extracurriculars are inseparable from professional educators, adequate infrastructure, and motivation from teachers and students as an educational institution engaged in education services. SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun always tries to provide the best to its students in teaching and learning activities.

SWOT Analysis

Swot analysis techniques are a technique for recognizing various conditions based on strategyc planning. In this SWOT analysis, a stage consists of an internal strategy factor matrix and an internal factor matrix. However, after creating the IFAS matrix, internal and external factors will be predetermined foreign weights respectively (strengths, opportunities, weaknesses, and threats).

Weighting of Strength and Weakness Factors

Internal Facet Factors	Priority Scale (SP)	Constant (K)	SPXK	weight
Strength				
A. Education services sold atSMKBP (Pesantren-based) Subulul Huda Kebonsari Madiun are quality education services.	4	4	16	0.13

Internal Facet Factors	Priority Scale (SP)	Constant (K)	SPXK	weight
B. The price of education costs is affordable for students or prospective students and competes with public and private high schools.	4	4	16	0.13
C. The influence of the location on the learning processes continuity is good and has a conducive and orderly boarding school.	3	4	12	0.1
D. Promotional activities conducted by SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun cover many aspects, including extracurricular activities that support students' talents and expertise.	3	4	12	0.1
E. It has a solid and integrated network.	3	4	12	0.1
F. SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun has adequate and suitable physical facilities and has adequate facilities and office equipment to support the productivity of teachers, employees, and students.	3	4	12	0.1
G. The reputation and positive image of SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun in the community's eyes are outstanding.	3	4	12	0.1

Internal Facet Factors	Priority Scale (SP)	Constant (K)	SPXK	weight
Debilitation				
A. There are still doubts some people in sending their children to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun, considering the increasing competition between schools.	3	4	12	0.1
B. Many schools do marketing promotion well and become competitors SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun.	2	4	8	0.07
C. Students are currently only around Ngawi city, Madiun, Ponorogo, Trenggalek, Nganjuk, not yet out of east Java province.	2	4	8	0.07
Total SP X K			120	1.0

Based on the table above determination of the weight of strength and weakness factors in the table above, it can be made strategic factors whose results are shown to the IFAS table in the stacked to formulate the internal strategy factors in terms of strength (*strength*) and weakness (*weakness*) schoolgirl.

IFAS (Internal Factor Analysis Summary)

Internal Factors	weight	Rating	Shoes
strength			
1. Education services sold at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun are quality education services.	0.13	4	0.52
2. The price of education costs is affordable for students or	0.13	4	0.52

Internal Factors	weight	Rating	Shoes
<p>prospective students and competes with public and private schools.</p> <p>3. The influence of the location on the continuity of the learning process is good and has a conducive and orderly boarding school.</p> <p>4. Promotional activities conducted by SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun cover many aspects: the existence of extracurriculars that support the talents and skills of students.</p> <p>5. It has a solid and integrated network.</p> <p>6. SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun has adequate and reasonable physical facilities and has adequate facilities and office equipment to support the productivity of teachers, employees, and learners.</p> <p>7. The reputation and positive image of SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun in the community's eyes are outstanding.</p>	0.1	3	0.3
	0.1	3	0.3
	0.1	3	0.3
	0.1	3	0.3
Sub Total		0.76	2.54
debilitation			
<p>1. There are still doubts some people in sending their children to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun, considering the increasing competition between schools.</p> <p>2. Many schools do marketing</p>	0.1	3	0.3

Internal Factors	weight	Rating	Shoes
promotion well and become competitors smk BP (Pesantren-based) Subulul Huda KebonsariMadiun.	0.07	2	0.14
3. Students are currently only around the city ngawi, Madiun, ponorogo, trenggalek, nganjuk, not yet out of the province of East Java.	0.07	2	0.14
Total	1.0		3.12

Determination of Weighting of Opportunity and Threat Factors

Factor-factorsegiieksternal	scale priority (SP)	Constant (K)	SPXK	weight
I. Marketing SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun will be wider.	4	4	16	0,2
II. There are not many vocational schools that have quality pesantren-based programs.	3	4	12	0,15
III. SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun has taught in the field of academic, religious, and extracurricular that support the talents and expertise of students.	3	4	12	0,15
IV. The positive image				

Factor-factorsegiieksternal	scale priority (SP)	Constant (K)	SPXK	weight
makes people believe in SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun.	4	4	16	0,2

Threat				
a. Some students do not feel at home with the life of boarding schools.	2	4	8	0,1
b. High competition between private and public schools.	2	4	8	0,1
c. Fickle behavior of learners, needing adjustment and provision of religion	2	4	8	0,1
Total SP x K			80	1

Based on the table above, the determination of weights and factors of opportunities and threats in the table above can be made strategyc factors whose results are shown in the EFAS table that is compiled to formulate the external strategy factors in terms of opportunities (opportunities) and threats (*threats*) companies.

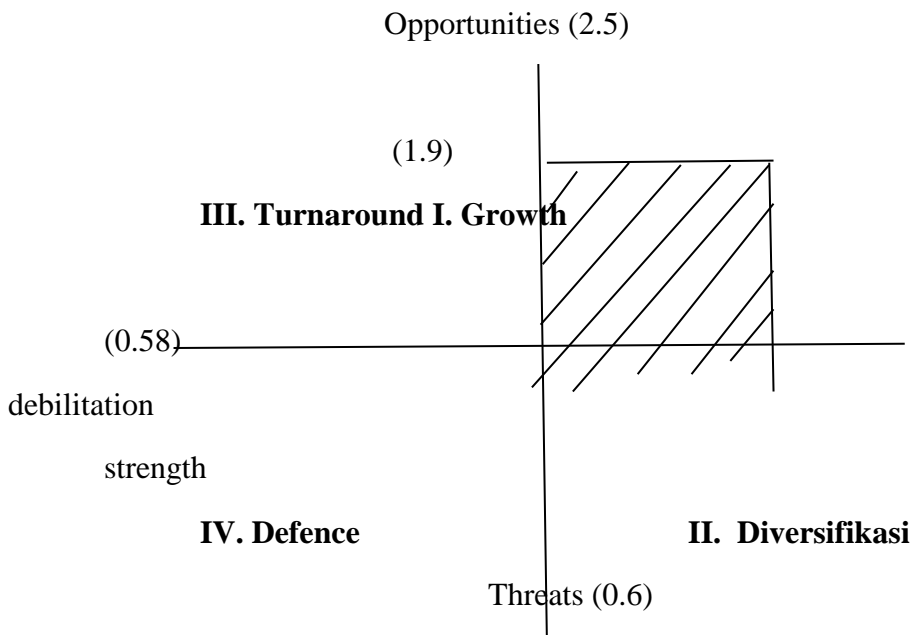
EFAS (External Factor Analysis Summary)

Factor Factor Eksternal	weight	Rating	shoes
chance			
<ul style="list-style-type: none"> Positive image of the community that gives rise to trust in SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun. 	0.2	4	0.8
<ul style="list-style-type: none"> Public awareness of the importance of formal education and religious education. 	0.15	3	0.45
<ul style="list-style-type: none"> The process of formal and religious learning at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is conducted in a balanced manner and extracurriculars that support students' 	0.15	3	0.45

Factor Eksternal	weight	Rating	shoes
talents and expertise. <ul style="list-style-type: none"> The culture of the society increasingly pays attention to religious education in addition to formal education. 	0.2	4	0.8
Sub total	0.7		2.5
threat <ul style="list-style-type: none"> High competition between schools, both public and private schools. The behavior of students who need adjustment of the school environment based on pesantren Karena there is at home and vice versa. There are uncooperative communities supporting students' learning process and recruitment at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun. 	0.1 0.1 0.1	2 2 2	0.2 0.2 0.2
Subtotal	0.3		0.6
Total	1.0		3.1

Based on the calculation results, the internal strength factor owned by SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is more significant than the weakness factor of 1.96, which the figure of 1.96 is a selilis of the total strength of 2.54 with a total weakness of 0.58. For external factors, the opportunities owned smk BP (Pesantren-based) Subulul Huda Kebonsari Madiun greater than the threat factor of 1.9, which is the difference from the total chance of 2.5 a real threat of 0.6. From these calculations can be obtained the formulation of appropriate marketing strategyes.

Diagram Cartesius



The cartesius diagram above strongly shows that SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun has been on the right track in quadrant I, which shows that the school is classified as a school that is increasingly stable in its development. SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is classified as an increasingly mature school because vocational high schools (SMK) based pesantren so in addition to teaching formal education also teaches religious and extracurricular education that can increase the interest and expertise of learners, so many experiences in responding to opportunities and challenges.

The opportunities and challenges can be responded to very well so that its utilization shows progress. By paying attention to the factors that have been described above, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun will be able to increase the growth of school marketing *online* and *offline*, in collaboration with alumni of previous students, including through quality learning values received by students and in collaboration with educational institutions such as penetrating junior high school and MTS.

Matrix SWOT

IFAS	Strengths (S)	Weakness (W)
EFAS	<ol style="list-style-type: none"> 1. Education services sold at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is a quality education services 2. The price of education costs is affordable for students or prospective students and competes with public and private schools. 3. The influence of the location on the continuity of the learning process is good and has a conducive and orderly boarding school. 4. Promotional activities conducted by SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun cover many aspects, one of which is the existence of extracurriculars that support the talents and skills of students. 5. It has a solid and integrated network. 6. The reputation and positive image of SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun in the community's eyes are outstanding. 	<p>A. There are still doubts some people in sending their children to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun, given the increasing competition between schools.</p> <p>B. Many schools do marketing promotion well and become competitors smk BP (Pesantren-based) Subulul Huda Kebonsari Madiun.</p> <p>C. Students are currently only around the city ngawi, madiun, ponorogo, trenggalek, nganjuk, not yet out of java province timur.</p>
Opportunities (O)	SO Strategy	WO Strategy

<p>a. The community's positive image gives rise to trust in SMK BP (Pesantren-based) Subulul Huda KebonsariMadiun.</p> <p>b. Public awareness of the importance of formal education and religious education.</p> <p>c. The influence of the location on the continuity of the learning process is good and has a conducive and orderly boarding school.</p> <p>d. Education services sold at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun are quality education services.</p>	<p>A) The formal and religious learning process at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is conducted in a balanced manner and an extracurricular that supports the talents and skills of students.</p> <p>B) We are utilizing cooperation with alumni and school experience to achieve an increasing number of students.</p> <p>C) Promosi conducted by SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is further improved.</p>	<p>a) Increase promotional activities to attract the public, prospective students with free scholarship members for school entrance fees and SPP fees during the first three months of school at SMK BP (Barbasis Pesantren) Subulul Huda Kebonsari Madiun, who has academic achievements.</p> <p>b) They are recruiting teachers/teachers who are experts according to the required subjects and have teaching experience.</p>
<p>Treat (T)</p> <p>1) High</p>	<p>Strategy ST</p> <p>1. They are innovating and</p>	<p>WT Strategy</p> <p>a) Increase promotion</p>

<p>competition between private and public schools.</p> <p>2) Some students do not feel at home with the life of boarding schools.</p> <p>3) Some people are uncooperative in supporting the learning process and recruitment of students at SMK BP (Pesantren-based) Subulul Huda KebonsariMadiun.</p>	<p>maintaining school quality/education services in order to be able to compete with other schools, both public and private.</p> <p>2. Work with alumni and educational institutions such as SMP and MTS to achieve an increasing number of students.</p> <p>3. Increase promotion by using several strategies.</p>	<p>through educational institutions such as penetrating junior high school or MTS, working with alumni, print media, electronic media, and social media such as Facebook, Instagram, Twitter, etc.</p> <p>b) SMK BP (Pesantren Based) Subulul Huda Kebonsari Madiun should further improve internal and external relationships with partners of educational institutions and the existing community.</p>
--	---	--

Based onswotmatrix analysis can be formulated as a possible alternative strategy applied to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun. The combination of SWOT components supports the development of *online* marketing potential in schools determined by internal and external factors. The combination of the two factors is shown in the SWOT analysis results as follows:

1. Strategy (SO) Supports as Growth OrientedStrategy.

Strategy is right in developing *online* marketing at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun in using strategy SO, which is a strategy created by using all the power to take advantage of opportunities. This strategy is based on the following ways:

- a. It maintains and improves education services so that the community continues to believe and improve the positive image to attend SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun.
- b. I am utilizing cooperation and school experience to achieve increased student and community trust.
- c. Promotion of education services SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is further improved.

2. Strategy (WO) Supports Strategy Turn-Around.

This strategy is to overcome the weaknesses by utilizing all the opportunities that exist, by doing as below:

- a. Increase promotional activities to attract prospective students with members free scholarships for school entrance fees and SPP fees during the first three months of school at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun, which has academic achievements.
- b. Recruit teachers or teachers who are experts according to the required subjects and have previous teaching experience.

3. ST Strategy (Supports Diversification Strategy)

This strategy uses the power that schools have to address threats. The strategy (ST) uses the company's internal power to avoid or reduce external threats. Strategi (ST) that is biased applied to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun as follows:

- a. They are innovating and maintaining the quality of schools or educational services in order to be able to compete with other schools, both public and private.
- b. We are working with alumni and educational institutions such as SMP and MTS to increase students' enrollment.
- c. Increase promotion by using multiple strategies.

4. Strategy (WT) Supports Defensive Strategy

This strategy is based on defensive activities and aims to minimize weaknesses and avoid external threats in SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun can carry out the following strategies (WT):

- a. Increase promotion through educational institutions such as penetrating junior high school or MTS, working with alumni, print media, electronic media, and social media such as *Facebook*, *Instagram*, *twitter*, etc.
- b. SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun should further improve internal and external relations both with partners of educational institutions and the existing community.

Based on the SWOT analysis results above, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun has the power that is biased to

use in specific strategies and take advantage of the right opportunities in a certain way and utilize the right opportunities simultaneously. To minimize or avoid weaknesses and threats that exist.

This position is very beneficial for schools by improving conditions above average ability, so SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun can control the existing competitors.

Conclusion

From the discussion, it can be inferred that using SWOT analysis on marketing strategies for education services in increasing the number of students in SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun is as follows: First, in the field of religion, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun offers extra calligraphy, qiro'ah, kultum, tadarus al-Qur'an before beginning KBM, dhuha prayer first rest period, kultum exercises, Friday prayers congregation, and once a week doing activities sema'an al-Qur'an. Second, the accomplishments at SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun will persuade the public to send their children to SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun for education. Because society, especially parents, aspires to achieve success in both academic and non-academic fields. Third, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun offers a wide range of extracurricular activities, including extra sewing, scouting, screen printing, electro, music, and so on. This extracurricular aims to provide students with more independence and foster innovation in students to make provision after they have graduated from vocational school. Fourth, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun's facilities and amenities support all activities carried out by the school and are used as teaching and learning facilities to be conducive. Fifth, SMK BP (Pesantren-based) Subulul Huda Kebonsari Madiun has been on the right track, namely in quadrant I (development) or growth in absorbing marketing strategies according to SWOT research. This means that creating marketing strategies is fresh, but because of the positive image of schools and educational facilities in the community, they will rapidly evolve in a more promising direction.

REFERENCES

- Abrori, Maskub. 2015. Strategi Pemasaran Lembaga Pendidikan Untuk Meningkatkan Jumlah Peserta Didik di PG/TK Samarinda. *Jurnal Syamil*. 3 (2). 227-245.
- Anonim Al-Qur'an dan Terjemahannya. 2009. Jakarta: Bumi Aksara.
- Amir, Taufik. 2009. *Dinamika Pemasaran : Jelajahi dan Rasakan*. Jakarta: PT. Raja Grafindo Persada.

- Andi Prastowo. 2016. *Metode Penelitian Kualitatif*. Jogjakarta: Ar-Ruzz Media.
- Arifin, Zainal. 2011. *Penelitian Pendidikan (Metode Paradigma Baru)*. Bandung: PT. Remaja Rosdakarya.
- Ariwibowo, Eko M. 2019. Strategi Pemasaran Lembaga Pendidikan Tinggi Swasta. *Scientific Journal of Reflection Economic, Accounting, Management and Business*. 2. (2). 181-190.
- Bratton, J., & Gold. J. 2017. *Human Resources Management, 6th edition: Theory and Practice*. UK: Mc Millan Education Palgrave.
- Bogdan, Robert C dan Biklen, Sari K. 1982. *Qualitative Research Education an Introduction to Theory and Methods*. Boston Allyn and Bacon. Inc.
- Buchari Alma. 2011. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Betsy-Ann Toffler Jane Imber. 2015. *Kamus Istilah Pemasaran*. Jakarta: PT. Elex Media Komputindo.
- Camilleri, A.M. 2019. Higher Education Marketing: Opportunities and Challenges in the Digital Era. *Journal Academia*. 16. (17). 4-28.
- Cole. A. 2004. *Gerald Management Theory and Practice*. UK: South Western Cengage.
- Colin Gilligan dan Richard M.S. Wilson. 2009. *Strategic Marketing Planning*. London: Elseivier.
- Constantinides & Stagno Zinck, C. Mark. 2011. Potential of the social media as instruments of higher education marketing a segmentation study. *Journal of Marketing for Higher Education*. 21. (1). 7-24.
- Daryanto, Sari. 2011. *Kuliah Manajemen Pemasaran*. Bandung: PT Sarana Tutorial Nurani Sejahtera.
- Davis, Wijaya. 2012. *Pemasaran Jasa Pendidikan*. Jakarta: Salemba Empat.
- Emzir. 2010. *Metodologi Penelitian Kualitatif dan Kuantitatif*. Jakarta: Rajawali Press.
- Elytasari, Suvidian. 2017. Strategi Pemasaran Jasa Pendidikan untuk Meningkatkan Kepercayaan (Trust) Stakeholders di TK Amal Insani Depok Yogyakarta. *Jurnal Warna*. 1. (1). 117-154.
- Faizin, Imam. 2017. Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Nilai Jual Madrasah. *Jurnal Madaniyah*. 7. (2). 261-283.
- Fattah, Nanang. 2008. *Landasan Manajemen Pendidikan*. Bandung: Remaja RosdaKarya.
- Fradito A; Sutiah; dan Mulyadi. 2020. Strategi Pemasaran Pendidikan dalam Meningkatkan Citra Sekolah. *Jurnal Al-Idarah Kependidikan Islam*. 10. (1). 12-22.
- Graham J Hooley, Nigel F. Piercy, Brigitte Nicoulaud. 2008. *Marketing Strategy and Competitive Positioning*. London: Prentice Hall.

- Gregorius, Chandra. 2002. Strategi dan Program Pemasaran. Yogyakarta: Andi Offset.
- Heryati, Yetti, dkk, 2010. Manajemen Sumber Daya Pendidikan. Bandung: Pustaka Setia.
- Iskandar. 2009. Metodologi Penelitian Pendidikan dan Sosial: Kuantitatif dan Kualitatif. Jakarta: Gaung Persada Press.
- Keegan, Warren J. 1997. Manajemen Pemasaran Global. Jakarta: PT. Prenhallindo.
- Key, M.T. & Czapslewski, J.A. 2017. Upstream Social Marketing Strategy: An Integrated Marketing Communications Approach. *Journal Business Horizons*. 9. (9). 1-9.
- Khasanah, Afidatun. 2015. Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan Mutu di SD Alam Baturraden. *Jurnal eL-Tarbawi*. 8. (2). 161-176.
- Komarudin, Undang Ahmad Komarudin. 2010. Etika Manajemen Islam. Jakarta: Pustaka Setia.
- Kotler, Philip dkk, 2010. Manajemen Pemasaran Perspektif Asia. Yogyakarta: Penerbit Andi and Pearson Education Asia Pte.
- Kustian E, Abdurakhman O, dan Firmansyah W. 2018. Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Kuantitas Siswa. *Jurnal Tadbir Muwahhid*. 2. (2). 87-97.
- Labaso, Syahrial. 2018. Penerapan Marketing Mix Sebagai Strategi Pemasaran Jasa Pendidikan di MAN 1 Yogyakarta. *Jurnal Manajemen Pendidikan Islam*, 3. (2). 289-311.
- Machfoedz, Mahmud. 2005. Pengantar Pemasaran Modern. Yogyakarta: UUP AMP YKPN.
- M, Dayat. 2019. Strategi Pemasaran dan Optimalisasi Bauran Pemasaran dalam Merebut Calon Konsumen Jasa Pendidikan. *Jurnal Mu'allim*. 1. (2). 299-318.
- Minarti, Sri. 2011. Manajemen Sekolah (Mengelola Lembaga Pendidikan Secara Mandiri). Yogyakarta: Ar-Ruzz Media.
- Miles, M.B dan Huberman, AM, Expanded Source Book: Quality data Analisis. London: Sage Publication Modul UPI. Pemasaran Pendidikan.
- Moleong, Lexy J. 2009. Metode Penelitian Kualitatif. Bandung: PT Remaja Rosdakarya.
- Moleong, Lexi J. 1995. Suatu Kajian Penelitian Kualitatif. Bandung. Remaja Rosdakarya.
- Philip, Kotler dan, Kevin, Lane, Keller. 2012. Marketing Management. New Jersey: Prentice Hall.
- Prastowo, Andi. 2016. Metode Penelitian Kualitatif. Jokjakarta: Ar-Ruzz Media.

- Rika, Ariyani. 2016. Manajemen Peserta Didik. Salim Media Indonesia Anggota IKAPI.
- Rohiat. 2012. Manajemen Sekolah, Teori Dasar dan Praktik. Bandung: Refika Aditama.
- Rohmitriasih & Soetopo. 2015. Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Loyalitas Pelanggan. *Jurnal Manajemen Pendidikan*. 24. (5). 402-407.
- Saylor. Principles of Management diakses dari www.saylor.org/books pada tanggal 18 September 2020.
- Sekerin, D.V. Gorokhova, E.A. Dudin, N.M. Danko, P.T. & Nikolaykin, I.N. 2018. Applying Interactive Marketing Methods to improve the Quality of University Educational Services. *Journal Quality Access to Success*, 19. (163). 37-42.
- Smith, K.T. 2012. Longitudinal Study of Digital Marketing Strategies Targeting Millennials. *Journal of Consumer Marketing*, 29. (2). 1-21.
- Soyomukti, Nurani. 2016. Teori-Teori Pendidikan. Yogyakarta: Ar-Ruz Media.
- Suharsimi, Arikunto. 2006. Prosedur Penelitian: Suatu Pendekatan Praktek, Jakarta: RinekaCipta.
- Sugiyono. 2012. Metode Penelitian Bisnis. Jakarta: Alfabeta.
- Sugiyono. 2013. Metode Penelitian Kuantitatif, Kualitatif. Bandung: Alfabeta
- Tohirin. Metode Penelitian Kualitatif dalam Pendidikan dan Bimbingan Konseling. Jakarta: Raja GrafindoPersada.
- Wijaya, David. 2012. Pemasaran Jasa Pendidikan. Jakarta: Salemba Empat.
- Warren J. Keegan. 2009. Manajemen Pemasaran Global. Jakarta: PT. Prenhallindo. Jilid II. Ed.
- Yusak, Burhanudin. 2015. Administrasi Pendidikan. Bandung: Pustaka Setia.